



## Virginia Green Partner Profile:



### Greenlight Biofuels Charlottesville, Virginia

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

**Virginia Green Partners** are primarily committing to help support **Virginia Green** and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

#### Greenlight Biofuels

"We are a waste fryer oil recycling service that filters and purifies the collected oil and then refines the material at our biodiesel production facility. The finished product is a diesel fuel that is 100% derived from a renewable energy source. We provide a recycling service to various food providers such as; restaurants, Universities, grocery stores, hospitals, corporate cafeterias and airports."



**Green Statement:** "Our company was founded on the green principles of renewable energies and are committed to converting waste into a cleaner burning fuel that is better for the environment and our nation."

#### CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
  - Encourage clients who are in the tourism industry to join Virginia Green.
  - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
  - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
  - Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
  - Send out emails or mailers to their membership about Virginia Green.
  - Set a goal for recruiting their member facilities.
  - Include a Virginia Green feature in their newsletter or other publication.
  - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
  - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.
  - Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

☑ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs
- Purchase disposable plates/cups/utensils made from biodegradable materials
- Serve water in pitchers and glassware instead of bottles
- Avoid box lunches – trays/platters of food are much less wasteful

☑ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, waste fryer oil
- Track overall waste bills
- Purchase recycled-content paper towels and toilet paper
- Purchase from vendors and service providers with a commitment to the environment
- Use electronic correspondence and forms
- Purchase durable equipment and furniture
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- Use less toxic materials



☑ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Track overall water usage and wastewater
- Perform preventative maintenance to stop drips and leaks
- Discourage water-based cleanup (sweeping first)

☑ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Use compact fluorescent light bulbs in all rooms and in canned lighting
- Use natural lighting
- Use fuel efficient vehicles or hybrid vehicles
- All collection trucks run on biodiesel

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For more information on **Greenlight Biofuels**, see [www.glbiofuels.com](http://www.glbiofuels.com) or contact **Drew Thomasson** at [drew@greeneroilco.com](mailto:drew@greeneroilco.com) or 434-220-7584.

For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



**Virginia Green** is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

